

Plow Plenty
Profits

PUBLIX HARVESTER

Gather Golden
Grosses

L. I

Publix Theatres Corporation, Paramount Building, New York, Week of Sept. 26th, 1927.

No. 2

**EXTRA HARVEST
AWARDS INCLUDE
VALUABLE GIFTS**

**Tokens Will Be
Autographed by
Celebrities**

Ain't it a grand and glorious
thing—
When—
You're the manager of a Pub-
lix theatre—
And—

A friend walks in to your of-
fice and suddenly gasps and
says "Some class, whered yuh
get it." And the "it" he re-
fers to is a beautiful mahogany
elvelve day desk clock. And
he smiles and appear very
much pleased as you say, "Oh
that's a little gift from a friend
of mine." And then you
proudly point to the autograph
which shows the clock to be a
present from the beauteous
Esther Ralston.

Ain't it a grand and glorious
thing?

Well that same feeling will
be had by some Publix manager
before Xmas rolls around. For
the beauteous blonde Esther is
awarding just such a prize to the
manager who puts on the best
business getting campaign for
a picture, "Figures Don't Lie,"
one of the most rib-tick-
ing comedies that ever caused
an audience to giggle and guff-
aw.

Miss Ralston is not the only
one to come forward with
special prizes for the best cam-
paigns on pictures in which
they appear. Others include
Richard Dix, offering one com-
plete hammered brass desk set;
Wallace Beery, awarding a
gold pencil; Raymond Hatton,
a gold fountain pen; Adolphe
Munjou, a set of studs and cuff
links for evening dress; Bebe
Daniels, a gold watch; Fred
Thompson, a wrist watch;
George Bancroft, a silver cigar-
ette service including humidor;
Ester Conklin, one owl road
and spotlight for automobile;
Emil Jannings, one leather
brief case and Clara Bow,
a bronze desk lamp. Each prize
will be autographed from the
star to the theatre manager and
will be a token that any man
could be proud to earn.

For these prizes every thea-
tre on the Publix Circuit is
eligible as the competition for
these awards is not limited to
those theatres which are com-
peting for the Harvest Month
prizes. Neither will the contest
for the stars' prizes be limited
to Harvest Month alone. It
will run over two months, Oc-
tober and November. And re-
member it is for the best all-
around business building cam-
paign that a theatre puts on for
any picture in which the star
entering the prize appears. The
stars and their productions are
mentioned elsewhere in this issue.

JESSE LASKY OFFERS PRIZES

DRIVE ENTHUSIAST



JESSE LASKY, who offers two cash prizes—one \$300 and the other \$200—for best campaign on a Paramount picture during Harvest Month.

OPTIMISTIC NOTE IN LETTERS ABOUT DRIVE

Additional letters have been pouring in during the past week from Publix theatre managers all over the country endorsing the first Publix Harvest Month Drive which starts October 2nd. In all of these letters a note of optimism is struck and each and every manager appears to feel that at the end of the drive he will be some where up near the top. Some of the letters read in part:

"Want to assure you that everyone in Texas is enthusiastically behind the drive and nothing will be left undone at this end of the line to make it outstandingly successful." John J. Friedl, Dallas, Texas, District Manager.

"We have already started working on this campaign and feel sure that we are going to make a showing in all the Montgomery theatres. At least you can count on us in doing the very

best possible in making this month an outstanding one. Should we be fortunate in winning a prize, my plan is to give about two-thirds to the employees who assisted in helping to get this prize." H. C. Farley, Montgomery, Ala., City Manager.

"This theatre and myself feel that McAlester will make a showing and break all past records for attendance. The employees and myself have already started our drive to be warmed up for the Publix Harvest Month only a few weeks away." Adna M. Avery, Palace

PARAMOUNT PRODUCER WILL AWARD \$500 FOR HARVEST MONTH DRIVE

Jesse L. Lasky, Vice-President of Paramount Famous Players, not only enthusiastically endorsed Publix Harvest Month, which will be inaugurated next week by the Publix Theatres Corporation, but in a telegram received from the West Coast studios this week he authorized two cash prizes to be added to the \$2,500 in cash prizes that Publix is offering to the winners of the drive.

These special prizes authorized by Mr. Lasky are an award of \$300.00 and an award of \$200.00. The prize stakes for which the Publix theatres of the three classifications will compete will be awarded on a quota basis. The special Lasky prizes will be awarded not necessarily on such a quota basis but to the two theatres which, in the opinion of the special committee that has been appointed to handle the Publix Harvest Month Drive, execute the best all-around campaign on a Paramount picture during the course of the Harvest Drive. This campaign will be judged from the standpoint of advertising, publicity, exploitation and the amount of the business built up as a result of such campaign.

Of course the two Lasky prizes of \$300.00 and \$200.00 may be won by theatres which are in the money positions for the regular Publix prizes. On the other hand some theatre may be among the also-rans as far as the Publix prizes are concerned and on the strength of a brilliant all-around business getting campaign on a Paramount picture come in first or second for the two special Lasky prizes.

The special committee appointed to handle the Harvest Month Drive is diligently working to make the affair the greatest ever conducted by a theatre organization. This special committee includes a member from each department in the Publix home office with D. J. Chatkin appointed as chairman. According to Mr. Chatkin the drive should give Publix the greatest month in its history as far as attendances and receipts goes. The division of prizes and the manner in which the drive will be conducted should be carefully studied and for that reason is reprinted as follows:

PARAMOUNT USES PLANE TO SPEED NEWS FILM

Are you taking full advantage of the wonderful publicity angles that can be effected in conjunction with the showing of the Paramount News Reel? Exclusive News Reel shots properly handled should be a big help to you during Harvest Month. A further instance of the efficiency of the Paramount News Reel Organization was furnished this week when Paramount News exhibited in the Paramount, Rialto, Rivoli and Loew's New York theatres on Sunday evening at 9:30 pictures of the American Legion parade in Paris which were filmed exactly six days before.

In addition to this feat Paramount News delivered to the Associated Press 280 prints of the parade pictures just 17 minutes after the negative was received at the Paramount News laboratory in New York City. These pictures were shipped all over the country by special night mail.

Through the ingenuity of the Paramount News staff, working with Associated Press, those news pictures were shown in the New York theatres a full day before the steamer that brought them could arrive in New York.

S. H. MacKean, assignment editor of Paramount News and H. I. Wells, air-plane pilot, hopped off from New York Sunday morning in a Curtis sea-gull. They met the United States line Leviathan which carried the film 100 miles off shore. They circled above the ship several times. George Ercolo, Paris cameraman for Paramount News on board the Leviathan, then dropped an airtight metal box, containing 6 cans of film, into the water.

The box was attached to a rope 100 feet in length, equipped with 20 cork floats. The plane then landed, circled the ship, located the cork-buoyed rope and hauled in the film. The plane then flew back to New York.

Theatre, McAlester, Okla.

"Will cooperate one hundred percent helping make this the biggest drive ever put on by my corporation. I find this to be one of the finest drives that I have ever participated in and I feel sure that I will give someone in my division a close run for the prizes." John D. Moody, York Theatre, Chattanooga, Tenn.

The 1st Classification—All the De Luxe theatres playing the unit shows.

The 2nd Classification—All the theatres making one change a week without any unit shows and those making two changes a week.

The 3rd Classification—All theatres making three or more changes a week.

Each classification will have a number of cash prizes as follows:

The 1st Classification, 2 Prizes—1st Prize \$500; 2nd Prize \$250.

The 2nd Classification, 4 Prizes—1st Prize \$300; 2nd Prize \$200.

3rd Prize \$150; 4th Prize \$100.

The 3rd Classification, 6 Prizes—1st Prize \$150; 2nd Prize \$125;

3rd Prize \$100; 4th Prize \$75;

5th Prize \$50; 6th Prize \$50.

In addition to the above there will be a prize of \$250 to go to the district manager whose district makes the best showing based on the percentage of his houses that exceed the expectancy by the largest amount. There is also to be a prize of \$100 to go to the district booker whose district makes the finest showing. Also an engraved emblem significant of this drive will be given to each and every prize winner including all those participating with the manager of the winning theatres.

STARS OFFERING PRIZES PICTURES THEY'RE IN

George Bancroft "Underworld"
Wallace Beery "In the Air"
Raymond Hatton "In the Air"
Richard Dix "Shanghai"
Esther Ralston "Figures Don't Lie"
Emil Jannings "Way of All Flesh"
Fred Thompson "Jesse James"
Chester Conklin "Tell It to Sweeney"
Bebe Daniels "Swim Girl Swim"
Clara Bow "Red Hair"

PARAMOUNT STARS WILL



CLARA BOW, the "It" girl and star of "Red Hair" expects that picture to go bigger even than "It" and "Hula." To the Publix manager who directs the most successful campaign on any Bow production during October and November, Miss Bow will present a beautiful autographed bronze desk lamp.



EMIL JANNINGS, the famous character star, offers an autographed leather brief case prize for the best campaign on his successful picture "The Way of All Flesh."



B. P. SCHULBERG, Associated Producer of Paramount Productions, enthusiastically endorses the exploitation campaign contest to be held during October and November for the best exploitation campaign put on during that time, for which a number of beautiful autographed prizes are being offered by the leading Paramount stars.

FRED THOMPSON, the star of "Jesse James," will present a wrist watch to the manager of the Publix theatre who puts on the best campaign for his picture during the months of October and November.



CHESTER CONKLIN offers an automobile spotlight the best work on "The Sweeney," or any Paramount picture featuring Conklin.



This scene from "Underworld" graphically depicts some of the pulse quickening action which is threaded through this melodramatic thriller. George Bancroft, the star of "Underworld," pictured here as he appears in various scenes, offers a silver cigarette service for the best campaign on any Paramount Picture in which he is featured or starred.

ARD EXPLOITATION PRIZES



the Publix manager who promotes the best campaign on figures Don't Lie," or any other Ralston picture, the beautiful Esther Ralston will present an autographed mahogany tray desk clock. More stylish than ever the girl who thrilled in her beauty in "Old Ironsides," "Fashions For Women," "Children of Divorce" has her finest role in "Figures Don't Lie." Chic, blonde, beautiful—that's Esther Ralston. The story is woven around an absent-minded business man, a beautiful secretary, a young sales manager and a jealous wife. The picture is replete with laughs from start to finish. Miss Ralston is surrounded by an excellent cast which includes Ford Sterling, Richard Arlen, Doris Hill and Natalie Kingston.



RICHARD DIX, shown here in a scene from "Shanghai," offers one complete hammered brass desk set for the best campaign on this picture or any other Dix picture. "Shanghai Bound" should be one of the best box office attractions in which Dix has yet appeared. It entails a melodramatic romance between a bunco boat captain and the daughter of the millionaire owner of the steamship line, laid against the background of riot-rocked China and Yangtze River pirates. Sweet and pretty Mary Brian plays opposite Dix in this new dramatic thriller.



BE DANIELS, star of "Swim Girl Swim," will make some Publix theatre manager happy by offering an autographed gold pencil for the most comprehensive campaign during October and November on any Daniels comedy. In her latest picture the incomparable Bebe will swim her way right into your heart. In her support is what might be called a perfect cast. First in line is Gertrude Ederle, world-famous swimmer, who makes her motion picture debut in "Swim Girl Swim." Others include James Hall and the beautiful Josephine Dunn.



ADOLPHE MENJOU will present some lucky Publix theatre manager with a set of studs and cuff links for the best campaign during October and November on "A Gentleman from Paris," or any Menjou picture. In this picture Menjou eclipses everything he has ever done on the screen, including "The Ace of Cads," "A Social Celebrity," "Blonde or Brunette" and "Service for Ladies." He is the same suave, debonair, immaculate, fastidious Menjou as always but here he is in a story that for dramatic punch has never been excelled.



Here are Wallace Beery and Raymond Hatton in one of the funny scenes from their ribtickling new comedy "In the Air." Mr. Hatton offers a gold pencil and Mr. Beery a gold fountain pen to the Publix manager who does the best promotional work on any Beery-Hatton picture during October and November.

Bringing in the
Sheaves of Records

PUBLIX HARVESTER

Blow the Horn
Plenty for Bales of Kale

VOL. I

Publix Theatres Corporation, Paramount Building, New York, Week of Sept. 26th, 1927.

You Know What Harvest Month Will Do For You! What Are You Doing For Harvest Month?

"Leave no stone unturned to make Harvest Month the biggest success in the history of Publix."

PUBLIX HARVESTER

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

Contents Strictly Confidential



Are You All Set?

Only a few more days—and then the big showman's Field Day begins!

To be sure, officially it's Publix Harvest Month. But actually it's Field Day for those of us in Publix, with all the keen thrill of struttin' our stuff when all the bosses are looking on, ready to pass out the prize money!

If you're a Real showman, the whole Publix organization will know it at the end of Publix Harvest Month, when the Who's Who of Those Who Brought Home the Bacon is compiled and recorded by Mr. Katz.

And those of us who are sharpening up the spikes on our running shoes now are going to get off to a flying start on the opening day, in the hope of seeing our name set in Bold Face Caps.

I've got a ninety per cent handicap with a theatre that is such an architectural monstrosity that a Coney Island Maize of Mystery is a cinch by comparison, and on top of that, this town is so overseeded

that we have ten seats for everything on legs. And on top of that, the opposition and the De Luxe Publix house here have been giving better shows for a long time!" It was a manager of a mid-western small theatre in Publix chain doing the broadcasting. We thought his next remark would be that he didn't have the chance of a June Bug with a Muscovy duck. But he didn't say it.

"I've got the worst handicap of any manager in Publix," he continued, "but because of it I've got the best chance of coming out of this competition as the Hard Working Otis who did Big Things. The bosses all know how tough it is! So my meat-axe is all sharpened up and the old scythe and reaper are set to hew down some big doings. Last week I took out my pals on the newspapers and gave them a heart to heart ear-ache about the Harvest.

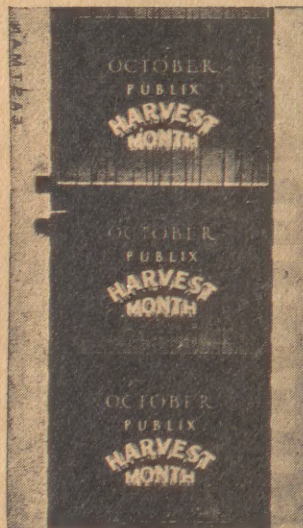
"I organized every available medium of publicity and advertising to cover ninety per cent of the ideas in the manual.

"I've got everybody I ever gave a Pass to, steamed up to execute an advertising stunt for me. I've got nearly 300 people who don't work for Publix, working for me to promote my theatre's harvest month.

"When the committee announced that awards would be made by competition with our own previous records," it was 'Manna From Heaven' for me. When the committee did that, it gave me the first chance I've ever had here to get in the Big League race. My theatre seats 870 if you count 200 seats that are under the sightlines and 13 behind some pillars. I'll bet it's the worst one in the Publix chain. I hope it is, anyway. It'll make a longer non-stop box office flight for me and my staff of six employees, counting the janitor.

"Boys, take a good look at me now in my make-up as the manager of this Palooka Theatre! When you see me this time next year, I may be the manager of one of our big theatres where they have carpets on the floors."

SPECIAL TRAILER



VALUABLE HINTS FOR HARVESTER ON CUTTING OPERATING EXPENSE

By M. J. Mullin, Director of Maintenance

With the starting of the Publix Harvest month, the first of October, the Maintenance Department would like to offer a few suggestions which we feel are going to be of considerable help to the managers in getting their theatres on top when they come into the home stretch.

In analyzing the miscellaneous expenditures for the first six months of 1927, we find a considerable decrease over the same period in 1926, and we think you will agree with us that many further reductions can still be made. What can be a more appropriate time to start these further reductions than the beginning of the Harvest Drive. By cutting your miscellaneous expenditures, you are cutting your operating expense, showing more profit, and at the same time in no way affecting the operation of your theatre.

We want to be of the utmost service to our managers on their miscellaneous expense problem and we hope that you will make a careful study of the following accounts during this drive. We are sure that after the four weeks are over, you will find such a material difference on the little things that it will become a habit, and we can look forward to the continuation of this practice during the balance of the budget period. May we offer just a few suggestions on matters which we have written you about before?

Account No. 3, Transportation of Film. This is one account over which we have practically no control except that it is advisable to have someone look over the transportation charges to see if they are correct.

Account No. 15, Telephone and Telegraph. Here is one place where you sure can make a difference. Every telegram and long distance telephone call that is used unnecessarily makes it just that much harder for you to be in at the finish. Watch them very closely. Perhaps that little expense used unnecessarily would give you the added push at the end.

Account No. 16, Electricity. Boys, here is one also that you sure can get after. You spend a lot of money on electricity. Start on the first of October by checking over your house lights in the morning to see whether your porters are using five lamps where one would do.

Watch the use of organ motors. See that the motor is not left running during the playing of the orchestra or while the organist has gone to dinner.

Check up the use of electric light globes throughout the theatre. We are sure that savings can be effected by following closely the turning off of lamps when not in use in dressing rooms, offices, corridors and in other parts of the house where light is not necessary at all times. Unless employees are constantly reminded of these small economies, the lights will be left burning.

Account No. 17, Fuel and Water. During the October drive, there will be very little fuel used. However, considerable water will be consumed, and this, too, should be watched. Watch your plumbing. See that the faucets are not leaking, and that the porter's hydrant in the slop sink is not left running unnecessarily. All this will tend to increase your water bill.

Account No. 18, Repairs and Renewals. While we realize that necessary emergency expenditures arise at all times effecting the upkeep of your theatre, the Harvest month will be a very good time to study closely your Account No. 18, Repairs and Renewals. This account can not be budgeted every penny saved will be a penny more on your profit side.

PROFIT PREMIUMS FOR HAPPY HARVESTERS WHO GATHER GOLDEN GROSSES

1ST CLASSIFICATION

First Prize	\$500.00
Second Prize	250.00

2ND CLASSIFICATION

First Prize	\$300.00
Second Prize	200.00
Third Prize	150.00
Fourth Prize	100.00

3RD CLASSIFICATION

First Prize	\$150.00
Second Prize	125.00
Third Prize	100.00
Fourth Prize	75.00
Fifth Prize	50.00
Sixth Prize	50.00

DISTRICT MANAGER'S PRIZE

\$250.00 to district manager whose district makes the best showing based on the percentage of his houses that exceed the expectancy by the largest amount.

BOOKER'S PRIZE

\$100.00 to the district booker whose district makes the finest showing.

LASKY EXPLOITATION AWARDS

First Prize	\$300.00
Second Prize	200.00

STARS' PRIZES

During October and November

Clara Bow	Autographed Bronze Desk Lamp
Emil Jannings	Autographed Leather Brief Case
George Bancroft	Silver Cigarette Service
Esther Ralston	Autographed Mahogany 12-day Desk Clock
Fred Thompson	Wrist Watch
Wallace Beery	Gold Fountain Pen
Raymond Hatton	Gold Pencil
Richard Dix	Complete Hammered Brass Desk Set
Adolphe Menjou	Set of Studs and Cuff Links
Chester Conklin	Automobile Spotlight
Bebe Daniels	Autographed Gold Watch

Account No. 19, Electric Lamp. Here is one that is fairly going to help you, if you watch it very closely. Call in your crew. Tell them about the drive and how necessary it is going to be for the strictest caution in handling of lamps, and that a broken lamp is going to be a much charge against your operating expense.

Account No. 20, Supplies. Here is another. This would be a good time to find out whether your janitor is not using too many supplies, and whether your operator is not just a little bit extravagant. This account involves many thousands of dollars, and with even a 10% further reduction on this account, it is going to mean considerable help to you at the end.

Account No. 21, Uniforms. Here is another account that you believe you can further reduce by getting the spirit of the drive to the boys who wear the uniforms, asking them to be just a little bit more careful. It may be that by careful maneuvering you can make one cleaning go as far as two at the present time.

Account No. 22, Miscellaneous. This account only takes care of the items not enumerated in the above, and we know that you are going to watch it very closely. Get in only just what items are necessary. With the Harvest Drive you have an excellent opportunity to consider further accounts mentioned above, and after all are VERY important parts of your operation, and believe that you, yourself, will be surprised at the end of four weeks when the actual results of the accounts are shown. Every dollar saved on miscellaneous is a dollar in your profit column, and a little notch in your favor of being on top at the end.